

BRUNO DUKE
Saver of Business Problems
By HAROLD WHITEHEAD
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THE PROBLEM OF THE VANISHED PROFIT
Some Thoughts of Window Dressing
I SUPPOSE I'd better go to Ashton and see this Henry Malabou, hadn't I? I asked Bruno Duke, after reading Malabou's letter.

"Yes," Duke agreed. "I wrote him about a week ago and eased his mind on the question of expense for studying his problem. I also asked him for some particulars of his methods of doing business. His reply showed that he knew very little of bookkeeping or retail store management, and his attempt to write of his way of doing business was pitiable. There's only one thing to do, and that's to go to Ashton and look to the things. Ashton, I see, is a small town in an agricultural community in the western part of the state."

"So two days later I left Mary, just a little tearful at such an early separation after our marriage, and went to Ashton. I checked my grip at the station and strolled through the town. The town, did I say? Let me correct that and say the one street on which there were any stores. In a few moments I came to Henry Malabou's store and was surprised to see how well kept it appeared in comparison with the neighboring stores. The windows were well trimmed. One contained a fine display of small agricultural equipment, while the other had a really well-planned display of kitchen utensils. On one side was a kitchen cabinet facing a stove on the other side. Between there was a kitchen table, on which were a number of small kitchen tools.

I looked at the window of the grocery store. There I saw a most remarkable collection of flies! I assume they were for sale, for that's about all that appeared in the window, except a ham—evidently put there for the flies to feed upon. If I wanted flies I'd have gone there, but if I had wanted ham, it's the last place I would have visited! The gross misuse of the store window started me on a tour of inspection of the other retail store windows. The horrible examples I saw seemed to me to indicate one reason why small town inhabitants trade away from home. Whenever, after this, I hear the small town "trade association" wail, "What can we do to keep the people trading in their own home town?" I'll know what to say.

I'll tell them to appeal to the patriotism of the people, to put up with slogans such as "If we buy out of our town and you buy out of our town, what will become of our town?"

People will patronize their neighbors so long as it won't hurt their pocket-books and they can get what they want. (One thing they want and seldom get is intelligent, courteous service). Failing that, they will go where their money buys the most.

I'll tell those trade associations, "If you want to keep trade at home, you must be as live as your competitors—and your competitors are not the fellow-traders in the bigger centers which attract your customers."

But coming back to store windows. The retailers of Ashton evidently don't know that it is the usefulness or pleasure of an article that causes people to buy. The sight of an article will arouse a desire to possess if its service is displayed which appeal to quite different buying instincts, the appeal of one article is so different from the appeal of the other, that the two appeals clash and neutralize the effect.

For instance, the little dry goods store had a window in which were jumbled a few women's hats, some umbrellas, a few waists, two or three pairs of men's boots, some sheet music, a notice of a "home talent" concert which had been given two weeks ago and some cakes made by the women's guild.

The drug store window contained, among other things, candy, mosquito joss sticks, some boxes of stationery, two hot-water bottles and a pile of bottles of asthma remedy.

Neither of these windows had a single price ticket on the goods. Those windows seem to say, "Abandon hope all ye who enter here!" This was my thought as I entered Malabou's store.

TODAY'S BUSINESS QUESTION
What is a "revenue cutter"?
Answer will appear tomorrow.

ANSWER TO YESTERDAY'S BUSINESS QUESTION
A "surveyor" is an agent of an insurance company to examine and report on applications for marine or fire insurance.

BISHOP MUST SELL HOME
London Churchman With \$50,000 Salary Cannot Keep Two Dwellings

MARRIED
KING-WOOD—Married in Washington, D. C. June 21, 1919, RICHARD KING and ELEANOR HARVEY WOOD, both of Philadelphia.

Deaths
BARTIAN—June 24, ELMER CHRISTOPHER BARTIAN, Jr., son of Elmer and Helen Bartian, aged 35. Burial at Mt. Airy cemetery.

BINDER—June 23, CHRISTIAN BINDER, husband of late Wilhelmina Binder (nee Turk), aged 53. Burial at Mt. Airy cemetery.

BINKER—June 24, GEORGE BINKER, husband of late Mary Binker, aged 50. Burial at Mt. Airy cemetery.

BRUCK—June 23, MARGARET BRUCK, daughter of late Frederick Bruck, aged 22. Burial at Mt. Airy cemetery.

CLIFFORD—June 23, MARY V. CLIFFORD, daughter of late Patrick and Annie Clifford, aged 30. Burial at Mt. Airy cemetery.

COOPER—June 23, CLYDE C. COOPER, son of late Thomas C. Cooper and friends, aged 25. Burial at Mt. Airy cemetery.

DEAN—June 24, WILLIAM DEAN, son of late William and friends, aged 30. Burial at Mt. Airy cemetery.

ELLEN—June 24, ELLEN ELLEN, daughter of late William and friends, aged 25. Burial at Mt. Airy cemetery.

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DEATHS
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